

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 398 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 12350	Campaign Ref: E:063646220
Buyer: Senate	Client/Product/Estimate: . / . / 995	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06364622
Est./PO Number: 06364622	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sds0*Sp12*	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS Isolations: W/C 10/08S	04	275	30 Comme	Nbr of Spots	1	1	275
2	M-F 9a Dr Phil MTWTF..	05	150	30 Comme	Nbr of Spots	5	5	750
3	M-F 9a Dr Phil M.....	05	150	30 Comme	Nbr of Spots	1	1	150
4	M-F 10a Your Carolina MTWTF..	05	75	30 Comme	Nbr of Spots	5	5	375
5	M-F 10a Your Carolina M.....	05	75	30 Comme	Nbr of Spots	1	1	75
6	Tue 6p ET / 7p CT NCIS .T.....	04	2500	30 Comme	Nbr of Spots	1	1	2500
7	CBS NFL Today Sun MTWTFSS Isolations: W/C 10/15S	06	225	30 Comme	Nbr of Spots	2	2	450
8	Sun 1p ET / 12p CT NFL On CBS	04	750	30	Nbr of Spots	2	2	1500
Weekly Totals: Total Spots(Ord Spots)					20	5	25	

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Buyer:	..	Client/Product/Estimate:	.. / /995	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06364622
Est./PO Number:	06364622	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
9	Sat SEC FootballS.	05	750	30 Comme	Nbr of Spots	2	2	1500
10	Sat CBS NCAA FootballS.	04	1000	30 Comme	Nbr of Spots	2	2	2000
11	Fri 8p ET / 7p CT CSI NYF..	05	800	30 Comme	Nbr of Spots	1	1	800
12	M-F 7p News ...TF..	05	275	30 Comme	Nbr of Spots	1	1	275
13	Mon 8p ET / 7p CT How I Met Your Mother M.....	05	1700	30 Comme	Nbr of Spots	1	1	1700
Weekly Totals: Total Spots(Ord Spots)					20	5	25	

Grand Totals			
	Month 10 Weeks: 4		
	10/08		10/15
Totals			
Spots	26	20	
Cost	12350	9975	297

Grand Totals:	
Spots:	2
Gross Total:	12,350.0
Commission:	1,852.5

Net Total:

10,497.50